

A Community Spotlight
 Terry Pickering
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Congratulations, Madam President Tiffanie Bailey-Romey Realtor...P. 4



Ribbon-Cutting for Smithfield Gateway Health Center in Monroe County...P. 3



Pet of the Week
 Show off your favorite. This week we welcome Zeus, a Sheppard-Rottweiler mixed, born 9/30/2019. Showcase your pet, yourself...P. 8



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NEWS

Ribbon-Cutting for Smithfield Gateway Health Center in Monroe County

The ribbon was cut Tuesday, March 28, for the new St. Luke's Smithfield Gateway Health Center, expanding high-quality care and services to the residents of Monroe County.

At 40,000 square feet, St. Luke's Smithfield Gateway Health Center will officially open April 3 and offer an array of outpatient healthcare services. The center is conveniently located at 125 Smithfield Lane in East Stroudsburg, along Rt. 209 and just minutes off Route 80.

"The Smithfield Gateway Health Center is part of St. Luke's continued commitment to expand care close to home for the residents of Monroe County," says Don Seiple, President, St. Luke's Monroe Campus. "At this state-of-the-art facility, we will provide patients with the high-quality healthcare they deserve and have come to expect from St. Luke's University Health Network."

The Smithfield Gateway Health Center will blend new practices and services with several that are relocating to the site, giving patients and providers access to the expertise, stability and strength of St. Luke's University Health Network.

The practices that are relocating to the center are:

- ◆ St. Luke's Medical Associates of Monroe County (will be renamed as St. Luke's Smithfield Primary Care)
- ◆ St. Luke's Obstetrics and Gynecology



- ◆ Associates
- ◆ St. Luke's Pocono Pediatrics
- ◆ St. Luke's Dermatology
- ◆ St. Luke's Pulmonary Associates of Monroe
- ◆ St. Luke's Laboratory Services – Smithfield Gateway
- ◆ New practices and services that will be located at St. Luke's Smithfield Gateway Health Center include:
- ◆ St. Luke's Center for Diabetes & Endocrinology
- ◆ St. Luke's Smithfield Gateway Women's Imaging Center
- ◆ St. Luke's Occupational Medicine
- ◆ Physical Therapy at St. Luke's – Smith-

field Gateway

- ◆ St. Luke's Imaging Services (walk-in X-Ray)
- ◆ St. Luke's Care Now – Smithfield Gateway (walk-in care; no appointment needed)

"We extend our sincere appreciation to the community for their enthusiasm toward the opening of the St. Luke's Smithfield Gateway Health Center, and we look forward to serving our patients and families here," Seiple says.

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10 reasons to advertise, especially in the Pocono Business News ...because advertising—

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10. Advertising is News—it is news about products and services. Advertising in the Pocono Business News provides immediate pay off at the cash register, in good times or bad.

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How to Start Your Own Business

First Engage In Side Hustle!

My advice is that before you resign your job to begin your entrepreneurial journey, try to operate your business as a side hustle until it can well generate your monthly income or at least something close to it. Instead of taking a second or third job, you should dedicate time to researching and developing the concept or idea for your business properly. If you need to go to school or get trained, use this time to do it. When you carry out your side hustle to a point where you feel you now have a good grasp of the business idea, or you are generating substantial income or at least have all the necessary tools needed for successful business, and when you know you can no longer handle the pressure of the two jobs, you can then let go of your salary job to focus fully on your business endeavors.

For example, I operated my businesses as a side hustle between 2010 to March 2014, before I actually decided to pursue it full time. Was it easy for me operating a business alongside a full time job as well as family and other commitments? Of course, it wasn't easy at all, but the passion to succeed, fulfill my destiny and also break out of the monotonous mundane life of being an employee was just too much drive for me to notice the temporary inconvenience. I sensed it strongly in my spirit when it was time to move on to doing my business full time. After discussing the decision with my wife, we both agreed to do it and my life has never been the same again.

Discover What God Has Called You to Do

For most people, what God has called them to do is wrapped up in what they already like to do. Go back through your childhood and reflect on the things you were interested in before you became entangled with life. Find the things that came or come easy and natural to you. The intersection of what you like to do and what comes natural for you to do is what you are called to do. The problem is that most people

know what this is, but they put it aside because someone has told them they couldn't make money doing it. Knowing fully well that our society do not celebrate mediocrity and average, I believe you will excel doing what you like and what comes natural because you will do it better than anyone else on the planet.

Get Employed In the Areas of Your Callings

Rather than making a choice of employment based solely on financial or monetary gains, you should rather consider skill development, experience, exposure, contacts and expertise in the area of your interest. The best way to do this is by working, interning or volunteering for someone or a company that is already doing it at a high level. If this happens to be a low paying job compared to your worth, let it not bother you because you will not be tempted to stay there your entire life. I was able to walk away from my regular 9-5 job without too much headache simply because the pay was not too impressive. I personally know many people who have been trapped at their job for years and find it difficult to leave to answer the call of entrepreneurship simply because of the attractive salary.

Create another Job for Yourself While Working

While you are working for someone else on a low paying job developing your skills, you should begin the process of creating additional income based on those skills. For example, I have volunteered or work at some projects mainly just to acquire the needed skills. At such times, I have developed my skills on the side as an Event Producer and Event Marketing Consultant. 90 percent of what I am doing today was laid out while working 5-9 job.

—Gbenga Omotayo @MeetGbenga

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Gbenga Omotayo is passionate about helping people develop their God-Inspired business in the areas of Events Marketing, Marketing communications & Business Networking!

HATS OFF!

All Hats Off! to Tiffanie Bailey-Romey, Broker/Owner at BAIRO Real Estate. The long-time real estate broker was elected in January as President of the 2023 board of Pocono Mountains Association of Realtors. With her election, Ms. Tiffanie becomes the 1st African American and female of the real estate group.

Tiffanie Bailey Romey has always broken barriers. Under her leadership in 2022, BAIRO Real Estate had their 1st annual Juneteenth Family and Friends celebration in the Poconos. Dubbed "A Community Celebration of Freedom, funds generated from the event used for local scholarships for a career in real estate. A philanthropist, Tiffanie also travels to the West Africa nation of Ghana a few times throughout the year to oversee her humanitarian projects.



Tiffanie Bailey-Romey

Have you recently celebrated a milestone such as the birth of a child, high school or college graduation, a job, an engagement, marriage, or some family business start-up? Well, submit your information for inclusion in the paper..

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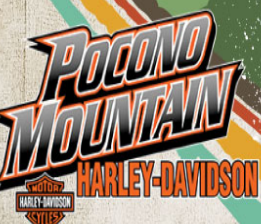
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Business Spotlight: Terry Pickering

By Elseah Chea



Terry Pickering

Terry Pickering is not done yet. Songwriter, performer, radio personality, record producer and executive, Terry Polite Pickering, aka *The Funky P Pookie*, *TpSquare*, and perhaps a few other names he is affectionately known as, has an extensive career in music and radio, but just when you thought he was done, Terry is still down to what he has always done best—music and radio. “I have always done music and radio,” says the former hip hop pioneer.

A transplant from Queens, NY, the Poconos East Stroudsburg PA resident spoke nostalgically about his days as a hip hop artist: “We helped put Queens MC’s on the map, venturing up to the Bronx, performing at the T-Connection alongside of all the Bronx hip hop pioneers,” says Terry.

“Because of contractual agreement, I will not name the artists whose musical careers I have single-handedly launched. And they became big names in the music business,” said TPSquare.

Following a career as a hip-hop artist, Terry became a record producer. He teamed up with his friend and business partners Kenneth Rudd and DJ Sugar Bear in the early 90’s to create Hydra Productions in New York City. Terry was also a contributor to the late Gene Griffin’s Music empire. The venture was short-lived and Terry moved his family to the Poconos in Pennsylvania, residing in East Stroudsburg.

Terry’s relocation, he says, was to find a quieter place to raise his family. He had grown up in New York City and was tired with the bustling and hustling life in the city and, especially promoting the careers of others.

If you thought Terry really moved to the Poconos to enjoy a low-key lifestyle, think again, for Terry is back .

If the idiom that “old habits die hard” is a truism, then it is easy to understand why Terry continues to remain active.

“I can’t just seem to give up. I love bringing people together. I want to see people work together then to work apart,” Terry noted.

So here in the Poconos, Terry has been involved with many organizations and activities, one of which is Unity in the Community Project. The event is a full day of activities, which includes — playing basketball, arts and craft, Praise-dancing, Spoken Word, food, and other interactive things.

Several years ago, Terry joined friends Timothy Cherry, now deceased, Kenneth Rudd, Selena Brown, and Russell Acey to establish Gynesis Radio Gynesis-Radio.com, a free online radio station with world-wide reach of more than 3 million listeners per month. The studio is housed at 283 East Brown Street in East Stroudsburg, Pennsylvania.

Terry attended and graduated from Jamaica High School in Queens. He attended college down south briefly before moving back to Queens, New York.

He started a family and, seeking to raise his young family away from the hustling and bustling city life that dominated his own life while growing up in New York City, Terry relocated to Pennsylvania. He resides in East Stroudsburg with his wife. The couple has two productive adult children. Looking back, Terry says, “I am glad moved from New York.”

We are always looking for individuals to recognize. Nominate someone who makes a difference in the Poconos community. Send name and a brief statement telling us why the person deserves to be honored. Please email us to: editor@pbnews1.com.



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Making Business Sense



Dr. Neva Alexander

of funding of \$11.7 million. This amount is meager compared to the \$38 million the House has set aside to provide assistance under this grant.

The Small Business Association is also contributing to the slow pace. It has processed only four thousand applications to completion, granted \$3.2 million. On the other extreme, only \$2 million have been distributed out of the grant pool.

The Community Navigator Program

Let's continue the list of grants for small businesses by mentioning the Community Navigator Program by the Small Business Association. The pandemic has caused an absence of food, a loss of income, and roofless days and nights. The current grant is an opportunity for small businesses to network and counsel for services until they are back on their feet.

The Community Navigator Pilot Program distributes one to five million dollars among small businesses to resurrect economic activity. Smaller businesses can learn more about the program by contacting their local elective offices since the submission date may extend to late September.

The Rural Innovation Stronger Economy Grant Program

The Department of Agriculture is also actively involved in providing grants for smaller businesses. The Rural Innovation Stronger Economic Grant Program distributes grants as big as \$2 million to aid business development. Additionally, the rural grant has been allotted \$10 million for nonprofit organizations and the public sector to facilitate and accelerate economic programs in rural areas.

With the assistance of the rural grant, jobs will be created, training will be provided, and new industries will be set up. The primary intention is to boost infrastructure facilities with a minimum grant of half a million dollars.

America's Seed Program

Another influential ally of grants for small businesses is the National Science Foundation which proposed America's Seed Program. The

Foundation intends to distribute technology and agriculture knowledge to new farmers. The technology will include cloud computing, artificial intelligence, and advanced materials for outstanding annual agriculture growth.

The Foundation facilitates 400 farmers annually with the help of this program. It has contributed to 3,500 business startups based on innovative ideas. The Foundation is responsible for seeing ideas come to fruition with competent leadership and unbiased supervision. Small businesses can earn an initial quarter of a million grant which may grow into a

million dollars depending on progress.

SBIR and STTR collaboration—a concluding thought

These aiding programs are very competitive, so do not be dishearted if you do not fill the criteria. Most of these joint grants will only be provided to entrepreneurial businesses that do not employ more than 500 employees. Nonetheless, the joint program encourages small businesses to promote their products and services for federal research pur-

poses.

The grant can range from anywhere to \$50,000 to a quarter of a million-dollar. However, the larger grants are reserved for business ideas that are prototype-based. Nonetheless, the collaborative program continues to facilitate smaller businesses to achieve growth.

Do not forget...

Smaller businesses are the bedrock of economic prosperity and growth. Therefore, public governmental bodies use grants for small businesses to abolish possible future monopolistic practices while simultaneously promoting the "free market" concept.

Is It Necessary To Get A Business Mailing Address?

The address you use for official business correspondence is referred to as a postal business address or a virtual office. The address may be a physical street address or a PO box address.

Prospective clients or customers want to know who is behind the company. Putting a home address on a business website increases the likelihood that any trouble the company encounters will appear at your residence, and you are putting your family at risk.

Clients are afraid of being taken advantage of. Your prospective clients will be on the lookout for signals of quality as well as signs of fraud. A business mailing address is an indication of credibility. A mail forwarding address can be set up fast and used the next day.

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Many scenarios would make it prudent to get a business mailing address. A physical address gives your company a more polished, professional appearance. You run a home-based business but do not want people to know where you live. If you do not want to tell your business connections where you live, a business address comes in handy.

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—Dr. Neva Helena Alexander, an educator and motivational speaker, and author, is Founder/President of Neva Global Alliance. Dr. Alexander can be reached at E: admin@nevaalexander.com



Five Grants Now Available For Small Businesses

Smaller businesses, specifically entrepreneurial enterprises, find it extremely challenging to stay operative or survive in a highly competitive market. They do not have the same financial, marketing, or technological resources to combat the larger businesses. Therefore, the Small Business Association has stepped forward with the following proposals to provide economic assistance to the struggling, pandemic-stricken businesses.

The Targeted EIDL Advance Grant Program

The Targeted EIDL Advance Grant Program leads the list of grants for small businesses by the Small Business Association. The grant amount set under this program is \$10,000 distributed among smaller businesses hit hard by COVID. The smaller businesses will be selected from low-earning neighborhoods to bridge the uneven income gap.

So far, the Small Business Association has distributed \$2 million from the \$30 million grant pool. As you can tell, there has not been any significant progress. The slow pace is primarily because of the tedious application process that requires struggling businesses to apply for a disaster loan first.

The Shuttered Venue Operators Grant Program

Next on the list of grants for small businesses is called the Shuttered Venue Operators Grant Program. Similar to its predecessor-mentioned program, the funds remain yet to be withdrawn and distributed. The grant has received more than at least 15000 applicants that seek a total



million dollars depending on progress.

SBIR and STTR collaboration—a concluding thought

These aiding programs are very competitive, so do not be dishearted if you do not fill the criteria. Most of these joint grants will only be provided to entrepreneurial businesses that do not employ more than 500 employees. Nonetheless, the joint program encourages small businesses to promote their products and services for federal research pur-

BOOK REVIEW: Cambria Heights Teacher Pens Children's Book

Storybook traces the history of the Juneteenth holiday



By Gail Lewis

"Be persistent!" That advice comes from Cambria Heights, Queens, NY author Aletta Seales in discussing her journey in writing her debut book, *Annie and Juneteenth*. Although she wrote the children's book during the Covid-19 lockdown, the idea has

been in her mind for years.

"I'm always writing in a journal, then during the shutdown, I attended a webinar about publishing, and it gave me the idea to write a book for elementary school readers about Juneteenth." A retired public-school teacher, assistant principal, and librarian, Ms.

Seales got straight to work, "I did research in the Library of Congress online and used lots of primary sources."

Annie and Juneteenth is the tale of an inquisitive young girl's experiences in Galveston, Texas in 1865. Ms. Seales explains, "I wanted to focus on the historical part of Juneteenth, not just the holiday."

Ms. Seales credits her writing club for encouraging her to be persistent as she wrote and rewrote. "I joined the Council of Supervisors and Administrators (CSA) Writing Club online and read my manuscript out loud again and again, tweaking it, because kids like drama and dialogue in

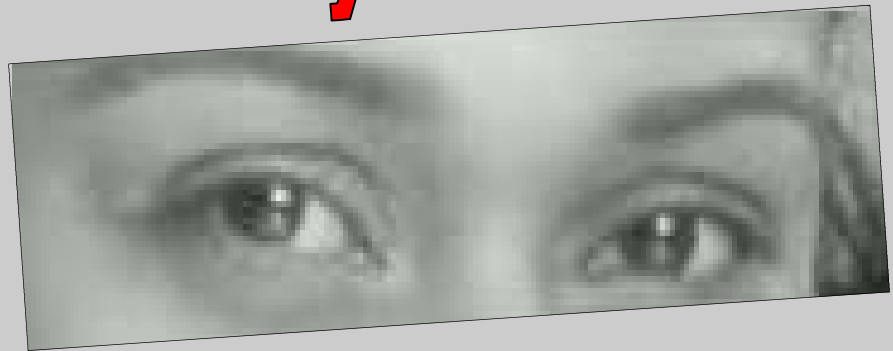
books." Along the way, through her daughter, Ms. Seales met illustrator Artkina Celestin who brought the story to life in colorful pictures.

The story, illustrations, and author have been met with rave reviews. Cambria Heights resident and mom of two Melinda Cashwell lauds *Annie and Juneteenth* and the author, "Ms. Aletta is so resilient, she's always looking to give back and be of service to her community and to children. And she does just that with *Annie and Juneteenth*."

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Talking with Georgia Woodbine

Author and motivational speaker

you bring good energy out of a man, it will make him want to continue spending time with you.

Be His Best Friend—What men are really looking for is a best friend, girlfriend and wife all wrapped up into one. They want someone that knows how to have fun and not take life too seriously. It's important for most men to be able to let their guards down and relate to women because men usually don't like for anyone to see their sensitive side.

Be His #1 Supporter—Men need a lot of emotional support which they usually depend on woman to provide. They want someone to loves them unconditionally and lift them up when they're the self-confidence is low.

Make Him Feel like the Man—Men also like to feel like they are your knight and shining armor, provider and protector. They want to feel good about themselves and not have to worry about someone making them feel unwanted or inadequate. Allow a man to be himself without being too judgmental or predictable in your response to his every move. The love you show a man can either make him feel as strong as a grizzly bear or as fragile as an egg.

Through a long process of interviewing many men, I discovered that men want the same things women want in a relationship. Men

want to have a woman who knows how to keep their relationship exciting mentally, physically and emotionally.

- *He wants attention and to feel appreciated and loved*
- *He wants you to let him be the man in the relationship*
- *He wants you to ask him about his feelings and for you to really care about how he feels*
- *He wants to feel good about himself in the relationship*

- *Men may not tell you this, but they really want a woman who can communicate with them without being too demanding or critical.*
- *Men want women to be a part of their life without trying to consume all of it.*

— Georgia Woodbine is a national bestselling author/motivational speaker/life coach. As a writer, Ms. Woodbine has authored several novels, among them the titles—*How To Choose Your Career Path: Charting Your Success, How To Make Big Bucks Without Selling Your Soul, Jewels of Inspiration and Reflections, The Journey of Life, Make it Happen—to name a few.*



Georgia Woodbine

What Men Really Want in a Partner

Even though most of us women think men are difficult, the truth is they're pretty simple. They want just as much love, respect and appreciation as women do, and they want a woman to be direct and honest about what she wants and how she feels.

When women understand how to harness their power, grace, sensitivity and learn how to emotionally connect with a man they will never have to chase a man again, they'll be getting chased.

How to Attract the Right Man

To catch his attention and build a wonderful relationship requires you being aware that you already have everything you need to happy. Men love a woman who is confident and who can influence him positively. A woman that has balance makes a man feel safe. It's all about how you feel about yourself and how you make him feel in the relationship. When

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 Managing Partner and
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Jack Signorelli

The First 10 Business Killers— Seek a Cure Now!

Lists like this one are usually made up of financial reasons for the failure of a small business. Unfortunately there are also many sales and marketing reasons. But fear not! There is a positive step that can be taken for each one that will greatly increase your chances for success.

1. Face Your Weaknesses. Failure to face up to your weaknesses and a lack of effort to take advantage of



your strengths can keep your business in a no-growth mode. No it's not really as bad as you think.

2. Take Action. Talking about the great marketing program you have been developing and following through with it are two very different actions. Implementing the program is the key to marketing success. Plan all you want, but be prepared to act on all the steps you have identified. Don't be surprised to discover that there are some steps you hadn't initially considered.

3. Accountability And Responsibility. Understand the difference between accountability and responsibility. Make sure your staff and suppliers recognize that by accepting responsibility, they are accountable to you and to the rest of the company. It is now their job to get the assignment completed.

4. Don't Play At Business. Don't play at being in business. It is not a hobby or a pastime. Think about the message you are sending to your staff, suppliers, and customers. A genuine commitment to the customer and to the success of the business will get you through difficult times. It will also pave the way for much success in the future. Always seek ways to

improve everything.

5. Avoid Ad Hoc Marketing. Struggling from one idea to another without thinking your complete marketing story through will typically end in one failure after another. Prepare a program for the year or at least for a complete season. Build on previous efforts to ensure continuity.

6. Seek Employee Buy In. When your staff does not support your marketing program, you are usually destined for failure. Get them involved early in the planning process and incorporate their ideas.

7. Appreciate Every Customer, Especially the Profitable Ones. A complete disregard for customers is a sure sign that a business is failing. There is nothing more irritating than walking into a business or past a booth at a trade or consumer show and discovering that the person behind the counter is having a personal telephone conversation or reading the paper. Immediately, you are made to feel like you are interrupting. Customers should be welcomed into your business and greeted with full attention.

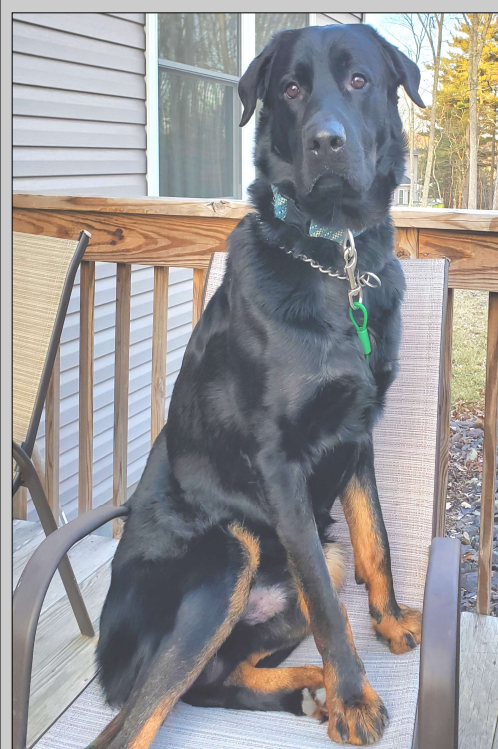
8. Define Your Ideal Customer. Who are you targeting? Where can you find them? What do they want

from your product/service?

9. No Egos. If you suffer from the "not invented here" syndrome, fix it right away. Great ideas can come from anywhere and from anyone. Limiting yourself to ideas created only at your company is like viewing life through a very narrow lens. Seeking outside assistance and not listening to it is equally dangerous.

10. You Don't Know It All. The assumption that all of your ideas are right just because they were "invented here" is also dangerous. You may know your business better than anyone else but you don't know everything. Seek outside help when you are traveling into unknown waters. Look for the next group (you thought that was it?) in our next Newsletter. Visit me at www.SoundviewAdvice.com

—Jack works with a select group of clients who are driven to improve their profits, team performance, and lifestyle. Are there areas in your business that need some adjustments? Call me direct @ 631-757-2936 or email him at Jack@SoundviewAdvice.com



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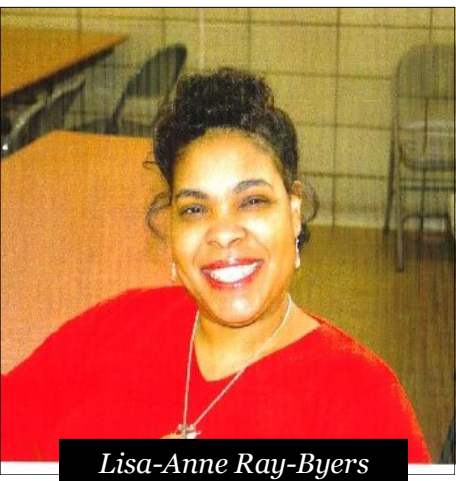
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Ask Lisa-Anne



Lisa-Anne Ray-Byers

Greetings Readers!

Over the holidays my young adult children had friends over who complained that I exclude them from my column. I do tend to focus on issues related to younger children in hopes of assisting their parents and teachers in closing academic gaps before they become bigger. However, I will make an effort to address the needs of our college students as well. One of the biggest challenges our students face in college is their writing skills. Grammar, punctuation, vocabulary usage and meaning and spelling are some issues. However, writing an essay, reporting on an event or book and developing paragraphs into term papers appear to be the largest challenges. Parents of younger children should invest in any outside curricular, tutoring or enrichment program that facilitates writing skills.

Writing skills don't just drop out of the sky. Children need training in writing skills especially if they have had previous challenges in learning to read. Here are some steps that can facilitate better writing skills in college and lower grades:

1. Choose a topic that you can find research and information about easily.
2. Choose a topic you have some passion about.
3. Reread your class syllabus or instructions for the assigned paper.
4. Make sure that you follow any specific expectations your professor may have for the paper. She may require a certain format, length or specific way of citing your sources. Make SURE you make the deadline date that the paper is due by.
5. Write down all your thoughts and feelings about the topic.
6. Gather and read what the experts say about the topic.
7. Create the areas you want to address and explore on the topic.
8. Speak to an adult who may have information about the topic and who can lead you to other sources or give you ideas. For example, the adult may work in a certain related field.

9. Create an outline of the paper including all its divisions.
10. Write your main topic in the center of a piece of paper;
11. Then other sub-topics branch off of the main topic.
12. Each sub-topic should represent a paragraph in your paper.
13. Creating an outline is key to writing a well organized paper. It will also save time during the actual writing process.
14. After your main topic is chosen and introduced, you are ready to develop your paragraphs.
15. Remember that each paragraph will have its own sub-topic. Focus on that sub-topic and be thorough about discussing it.
16. Don't procrastinate! Very few people do their best work by staying up all night!
17. You have spell check etc. but ask a friend to proof it for you to make sure your thoughts are organized and the paper flows.
18. Some teachers will allow you to hand in papers early so they can give suggestions prior to the due date. Take advantage of that!
19. Use the resources on campus including tutoring!
20. Once done, edit your paper by switching more challenging vocabulary words for others, put in last minute thoughts and ideas and make the paper sound more academic.
21. Understand that you don't write like you speak!

There's no easy way to become a good writer! It takes practice. The more you write the better you get! Some information gathered from: http://www.chow.com/how_6809054_prepare-college-papers.html

—Lisa-Anne Ray-Byers is a licensed and certified speech-language pathologist who has worked in education for over two decades. She holds graduate degrees in speech-language pathology and multicultural education. She also holds certification in educational administration. She is the author of the book, *They Say I Have ADHD, I Say Life Sucks! Thoughts From Nicholas and co-author of 365 Ways To Succeed With ADHD* both available at www.Amazon.com. She is a member of the National Education Writers Association and the education editor for the *Community Journal* newspaper. She is currently employed in the Hempstead School District. You may contact her at speechlrb@yahoo.com or by visiting her website at www.AskLisaAnne.com.

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A folklore: The goat that could talk

Once a certain man, the owner of a goat, claimed that his animal could talk. An obnoxious old fella, everywhere he went, he boasted to fellow villagers that he was the sole owner of a talking goat. The villagers, who found this amazing, thought he was making fools of them. They also thought that the old man was crazy and refused to believe him. Nevertheless, the old man was persistent in his attempts to get the villagers and the king of the village to believe the tall tale about his goat.

Finally he was challenged by the villagers to bring his goat before the townsfolk in the town square. The village king, who himself was intrigued, yet felt exceedingly insulted by the old man's claim, presided. He promised to give the old man half of his kingdom should his story that his goat could talk, proved true. However, if the story proved otherwise, the old man was admonished, he would be flogged severely by the towns folks, whom he has



disgraced by making them to believe them to believe that his goat could talk.

Hence, the pact was made!
The day arrived. On this day, villagers, along with their children, gathered in the town square. There were all equipped with rocks, rattans, belts, etcetera, to use to beat the old man should he failed

the challenge.

When all was gathered, the old man was called forth. The crowd silenced. The old man and his goat, both now center of attention, proceeded on stage. Once there, the old man prodded the poor animal into talking, but the creature could not utter a word. Desperate, the old man began beating the goat in an attempt to get it to talk. The goat would talk.

A period of dire silence fell upon the mob, ready to exact severe punishment on the old man who has made them look like fools.

The old man began even more desperate! He beat the goat again, but the creature would bulge.

The mob, concluding that they and their king were made fools of by the old man, began to beat him. "Wait, that's enough!" It was the goat. Startled, the mob stood away from lashing at the old man.

"It is true that I can talk. My master taught me

how. He did a good job at teaching me, the creature continued, "I was silent because I do not want my master to continue to take me for granted or take for granted the value of the kingdom he's promised by the king. Yes, I can talk, so please leave my master alone."

The old man was relieved, and as promised, he received half the kingdom that the king promised him.

Lesson: *Never take anything for granted.*

Do you have a similar story or stories that teach a lesson. Please share with our readers by emailing us at editor@pbnews1.com

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BUSINESS & TECHNOLOGY

By Byron W. Perry



Byron W. Perry

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All business owners should have a general understanding of basic legal concepts, accounting procedures, banking matters and financial planning considerations. Do not avoid this. Knowledge and insight is the inner workings of your business operations. Being a business founder, president or CEO (i.e. Chief Executive Officer) should not dismiss you from understanding your total company operations. Your support team should share your business goals and objectives. But you as the business owner must be flexible when you are receiving suggestions or even criticisms.

Initially new business owners, especially sole proprietorship have the tendency to-do-it-all' when they run their infant companies. Oftentimes they do not have the capital to utilize outside professionals. There exist organizations such as the S.B.A. (i.e., Small Business Administration), S.C.O.R.E. (i.e. Service Corps of Retired Executives) and Small Business Development Centers at numerous colleges. These organizations offer free business advice and consultants to new as well as established businesses.

Go online and use the Internet for business research. Read and study trade publications in your selected industry. Join (at a cost) trade associations in your industry. Attend free or low cost business workshops and seminars. Get free information from the library or subscribe to business magazines such as "Black Enterprise," "NV," "BusinessWeek," "Network Journal," "Entrepreneur," etc.

Mr. Byron W. Perry is a noted and respected business consultant and professional public speaker. He can be reached at takingcharge8@yahoo.com



Serious entrepreneurs know that they need individuals with specialized skills and abilities to assist them in their business success. You must remember you 'don't -know it-all' and you 'can'tdo-it-all.' Utilizing the services of fellow professionals is important. Fortunately, there are many qualified Blacks who can be in your pool of selection in bringing on board talented advisors.

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Then another woman takes off all her clothes and covers herself with \$100 dollar bills! The passengers all look at her, and she says, "When we are in the ocean the \$100 dollar bills will be floating all around me and they will find me first!"

Then a black lady tears off all her clothes and just gets butt-naked!! All the passengers look at her and ask, "What are you doing?" The black lady says, GIRL! You know they always look for the black box first!



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